Navy Localized Messages
NRD Michigan

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Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good…and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

And, remember…. our CNO's tenets:

Warfighting first, operate forward, be ready

All[2] good things take GREAT people!

70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea…**on the land**
- In ships…**on the water**
- In submarines…**under the water**
- In planes and helicopters…**over the water**

70 – percent of the Earth's surface is covered by water
80 – percent of the world's people live near the ocean
90 – percent of all international trade travels by the sea
100 – America's Navy is always 100% on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.

Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD Michigan

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in Michigan, with nearly 3,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. (*This is an example for the entire state – you would tailor this for each state in your NRD and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence*)
- The Navy forges true leaders such as Petty Officer First Class xx who not only serves his country as a Recruiter, recruiting the best and brightest talent for America's Navy, but also contributes his time to his local community, conducting coat drives for the poor. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as LCDR xx who recruits Medical Officers to go out and use their experience and skills to serve their country – their patients. (*This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, Special Warfare, etc.*)
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD Michigan, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diversity in our officer ranks. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. (*You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer*)

*PLEASE CHECK WITH NRD PAO FOR LATEST PERSONNEL NUMBERS

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- A world beyond everyday caring. More than 4,300 physicians, 1,200 dentists and 3,900 nurses provide world-class, hands-on care in the United States Navy serving those in need. We are always searching for the best and brightest, offering tuition assistance and recruiting from top universities such as University of Michigan and Indiana University to join the military ranks. (*This is an example focusing on medical and calling out a few universities in NRD Michigan – tailor this message to the schools you recruit from and give examples of the tuition assistance available*)
- Defusing bombs, rescuing people in distress. A world of the most impossible missions made possible. More than 8,300 total Navy personnel including more than 2,300 active-duty SEALs, 600 Special Warfare Combatant-craft Crewmen (SWCC), 900 reserve personnel, 3,650 support personnel and more than 880 civilians make up the Naval Special Warfare community. We are always searching for the best and brightest, offering enlistment bonuses for some priority recruiting ratings. (*This is an example focusing on Special Warfare – tailor this message to each priority recruiting rating you want to highlight and give examples of the enlistment rewards you provide*)
- America's Navy offers hundreds of career opportunities in dozens of exciting fields. Whether you're seeking a position as a Navy SEAL, Physician or a Dentist, you will find unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling some of the priority recruiting ratings)*

*PLEASE CHECK WITH NRD PAO FOR LATEST PERSONNEL NUMBERS

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy to assist in humanitarian missions. These missions take place throughout the world. The Navy can deploy a floating hospital with doctors and dentists that can respond to any crisis worldwide. Here in Michigan, we are interested in recruiting men and women to join us in this mission. *(When tailoring this message, include the specific region or area.)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping peace. And in Indianapolis this weekend, our Sailors' mission was to help eliminate poverty housing and bring a smile to a local family by participating in a Habitat for Humanity renovation project. (*This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district.)*
- The community of Detroit, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of Michigan, or the people of Indiana, etc.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in Indiana, please reach out to your local Fleet and Family Support Center or network with fellow Navy moms and wives on NAVYForMoms.com. *(When tailoring this message, include the specific region or area.)*
- Thank you to our Navy families in Vermont. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family. (*When tailoring this message, include the specific region or area.)*

Michigan Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **19** of the Fortune 500 ranked companies are based in cities in Michigan, with General Motor, Ford Motor and Dow Chemical ranked in the top 100 (ranked in revenues):
  - General Motors, Ford Motor, Dow Chemical, Whirlpool, TRW Automotive Holdings, Lear,, Kellogg, Penske Automotive Group, Ally Financial. DTE Energy, Stryker, Autoliv,, Masco, BorgWarner, Vistcon, CMS Energy, Auto-Owners Insurance, Con-way, Kelly Services.
- The Navy has a presence in Michigan with approximately 3,000 Navy personnel employed, including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for good to be delivered overseas, including Michigan's export shipments of merchandise which in 2012 totaled $57 billion.
- Michigan received $2,186,907 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign marketsAccording to the U.S. Small Business Administration,
  - The Michigan Strategic Fund will use STEP funds to build upon the Pure Michigan Export Program (MI-Export) to promote Michigan's economy and create new jobs through enhanced export activity.
  - The MI-Export program will increase the number of small exporters in Michigan, increase the value and volume of exports, and expand the number of international markets served by Michigan small businesses. Michigan is expecting the strategy to lead to doubled exports in 4 years, from a base of $76 million.

Michigan Data Points

- A total of 14,814 companies exported goods from Michigan locations in 2011. Of those, 13,339 (90 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-fifth (22.1 percent) of Michigan's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing account for an estimated 8.3 percent of Michigan's total private-sector employment. Nearly one-third (30.7 percent) of all manufacturing workers in Michigan depend on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - GM GDLS Defense Group, LLC - $2,458,625
  - General Dynamics Corporation - $1,302,017
  - Peckham Vocational Industries - $103,412
  - Avon Protection Systems, Inc. - $74,973
  - Kellogg Company - $70,699
  - Interpublic Group of Companies - $68,334
  - General Tactical Vehicles LLC - $58,661
  - AAR, Corp. - $57,731
  - Trijicon Inc. - $52,372
  - Granger Construction Company - $50,010
- The state's largest export market was Canada. Michigan posted merchandise exports of $25.4 billion to Canada in 2012, 44.6 percent of the state’s total merchandise exports. Canada was followed by Mexico ($10.5 billion), China ($3.2 billion), Germany ($2.9 billion), and Saudi Arabia ($1.8 billion).

Michigan Data Points

- The state's largest merchandise export category was transportation equipment, which accounted for $29.2 billion of Michigan's total merchandise exports in 2012. Other top merchandise exports are machinery ($5.2 billion), chemicals ($4.4 billion), primary metals manufactures ($2.8 billion), and computers & electronic products ($2.6 billion).
- In 2012, the metropolitan area of Detroit-Warren-Livonia exported $55.4 billion in merchandise, 97.2 percent of Michigan's total merchandise exports. Other major metropolitan areas in Michigan that exported in 2012 included Grand Rapids-Wyoming ($3.2 billion), Holland-Grand Haven ($2 billion), Saginaw-Saginaw Township North ($1.8 billion), Kalamazoo-Portage ($1.7 billion), Ann Arbor ($1.1 billion), Battle Creek ($971 million), Lansing-East Lansing ($756 million), Muskegon-Norton Shores ($651 million), Monroe ($489 million).

Michigan Data Points

- Top Medical Schools
  - University of Michigan – Ann Arbor* (#8, U.S. News Best Medical Schools: Primary Care, #10, U.S. News Best Medical Schools: Research)
  - Michigan State University College of Osteopathic Medicine (#17, U.S. News Best Medical Schools: Primary Care, East Lansing, Michigan)
  - Wayne State University (#75, U.S. News Best Medical Schools: Research, Detroit, Michigan)
  - Michigan State University College of Human Medicine (#43, U.S. News Best Medical Schools: Primary Care, #83, U.S. News Best Medical Schools: Research, East Lansing, Michigan)
- Top Engineering Schools
  - University of Michigan – Ann Arbor* (#8, U.S. News Best Engineering Grad Schools)
  - Michigan State University (#49, U.S. News Best Engineering Grad Schools, East Lansing, Michigan)
  - Michigan Technological University (#88, U.S. News Best Engineering Grad Schools, Houghton, Michigan)
  - Wayne State University (#114, U.S. News Best Engineering Grad Schools, Detroit, Michigan)
  - Lawrence Technological University – (Southfield, Michigan)
  - Oakland University – (Rochester, Michigan)
  - University of Detroit Mercy
- Top Chaplain Schools
  - Grace Bible College – (Grand Rapids, Michigan)
  - Madonna University – (Livonia, Michigan)
  - Spring Arbor University – (Spring Arbor Township, Michigan)
  - Cornerstone University – (Grand Rapids Charter Township, Michigan)
  - Kuyper College – (Grand Rapids, Michigan)

Michigan Data Points

- Three ships have borne the name USS *Michigan*:
  - The first USS *Michigan*, the U.S. Navy's first iron-hulled warship, attempted to launch in 1943, but became stuck some 50 feet over the water. After retiring for the night, the ship apparently launched herself in the night and lay in Lake Erie. She served in the Great Lakes deterring stationed British ships and during the Civil War. She was decommissioned in 1912 and served in the U.S. Naval Reserve after.
  - The second USS *Michigan*, a *South Carolina* class battleship commissioned in 1910, served mostly along the east coast until World War I. She was ordered to duty with the Cruiser and Transport Force in 1918 and following the war, in accordance with the treaty limiting naval armaments, she and four other battleships were scrapped by the Philadelphia Navy Yard during 1924.
  - The third USS *Michigan* (SSGN-727), an *Ohio* class Ballistic Missile Submarine commissioned in 1982, was assigned to the US Pacific Fleet and is homeported at Bangor, WA.

Michigan Data Points

- Michigan is proud to be home to 108 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Hospital Corpsman Third Class William Richard Charette received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty while serving as a Medical Corpsman with Company F, Second Battalion, Seventh Marines, FIRST Marine Division, in action against enemy aggressor forces in Korea during the early morning hours on 27 March 1953. Participating in a fierce encounter with a cleverly concealed and well-entrenched enemy force occupying positions on a vital and bitterly contested outpost far in advance of the main line of resistance, Hospital Corpsman Third Class Charette repeatedly moved about through a murderous barrage of hostile small-arms and mortar fire to render assistance to his wounded comrades. When an enemy grenade landed within a few feet of a Marine he was attending, he immediately threw himself upon the stricken man and absorbed the entire concussion of the deadly missile with his body. Although sustaining painful facial wounds, and undergoing shock from the intensity of the blast which ripped the helmet and medical aid kit from his person, Hospital Corpsman Third Class Charette resourcefully improvised emergency bandages by tearing off part of his clothing, and gallantly continued to administer medical aid to the wounded in his own unit and to those in adjacent platoon areas as well. Observing a seriously wounded comrade whose armored vest had been torn from his body by the blast from an exploding shell, he selflessly removed his own battle vest and placed it upon the helpless man although fully aware of the added jeopardy to himself. Moving to the side of another casualty who was suffering excruciating pain from a serious leg wound, Hospital Corpsman Third Class Charette stood upright in the trench line and exposed himself to a deadly hail of enemy fire in order to lend more effective aid to the victim and to alleviate his anguish while being removed to a position of safety. By his indomitable courage and inspiring efforts in behalf of his wounded comrades, Hospital Corpsman Third Class Charette was directly responsible for saving many lives.
  - Seaman James Stoddard received a Medal of Honor for extraordinary heroism in action off Yazoo City, Mississippi, 5 March 1864. Embarking from the USS *Marmora*, Seaman Stoddard landed with the gun and crew in the midst of heated battle and, bravely standing by his gun

Indiana Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **Six** of the Fortune 500 ranked companies are based in cities in Indiana, with WellPoint ranked in the top 100 (ranked in revenues):
  - WellPoint, Eli Lilly, Cummins, Steel Dynamics, NiSource, Simon Property Group
- The Navy has a presence in Indiana with nearly 4,500 Navy personnel employed, including active duty and civilian personnel and one installation. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Indiana's export shipments of merchandise which in 2012 totaled $34.4 billion.
- A total of 8,101 companies exported goods from Indiana locations in 2011. Of those, 6,921 (85.4 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-sixth (16.7 percent) of Indiana's total exports of merchandise in 2011.

Indiana Data Points

- Export-supported jobs linked to manufacturing accounted for an estimated 8.9 percent of Indiana's total private-sector employment. One-quarter (24.7 percent) of all manufacturing workers in Indiana depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Renco Group Inc. - $2,719,915
  - Anthem Insurance Companies, Inc. - $750,305
  - Rolls-Royce Group PLC - $739,284
  - ITT Corporation - $556,730
  - Raytheon Company - $447,530
  - Science Applications International - $269,404
  - The Parsons Corporation - $95,610
  - Ameriqual Group, LLC - $68,181
  - Concurrent Technologies Corporation - $55,184
  - General Motors Corporation - $44,798
- The state's largest export market was Canada. Indiana posted merchandise exports of $11.9 billion to Canada in 2012, 34.6 percent of the state’s total merchandise exports. Canada was followed by Mexico ($3.9 billion), Germany ($2.2 billion), Japan ($1.8 billion), and France ($1.8 billion).

Indiana Data Points

- The state's largest merchandise export category is transportation equipment, which accounted for $9.7 billion of Indiana's total merchandise exports in 2012. Other top merchandise exports are chemicals ($8.9 billion), machinery ($4.5 billion), miscellaneous manufactures ($2 billion), and computer & electronic products ($1.8 billion).
- In 2012, the metropolitan area of Indianapolis-Carmel exported $10.4 billion in merchandise, 30.2 percent of Indiana's total merchandise exports. Other major metropolitan areas in Indiana that exported in 2012 were Indianapolis-Carmel ($10.4 billion), Evansville ($4.0 billion, portions of this MSA are shared with one or more other states), Elkhart-Goshen ($1.7 billion), South Bend-Mishawaka ($1.6 billion, portions of this MSA are shared with one or more other states), Kokomo ($1.4 billion), Fort Wayne ($1.4 billion), Bloomington ($1.2 billion), Columbus ($1.1 billion), Lafayette ($711 million), and Michigan City-La Porte ($508 million).

Indiana Data Points

- Top Medical Schools
  - Indiana University – Indianapolis (#48, U.S. News Best Medical Schools: Research, #24, U.S. News Best Medical Schools: Primary Care)
- Top Engineering Schools
  - Purdue University – West Lafayette* (#10, U.S. News Best Engineering Grad Schools)
  - University of Notre Dame* (#49, U.S. News Best Engineering Grad Schools, South Bend, Indiana)
  - Indiana University – Purdue University – Indianapolis (#102, U.S. News Best Engineering Grad Schools)
- Top Chaplain Schools
  - University of Notre Dame* -- (Notre Dame, Indiana)
  - Taylor University – (Upland, Indiana)
  - Valparaiso University – (Valparaiso, Indiana)
  - Earlham College – (Richmond, Indiana)
  - Indiana Wesleyan University – (Marion, Indiana)

*Indicates university with NROTC program

Indiana Data Points

- Three ships have borne the name USS *Indiana:*
  - The first USS *Indiana* (BB-1), a 10,288-ton battleship, was commissioned in 1895. She spent her entire career in the Atlantic area. During the Spanish-American War, she operated in the Caribbean and years later operated with the fleet and with the Naval Academy Practice Squadron. She was decommissioned in 1919.
  - The second USS *Indiana* (BB-50), laid down by New York Navy Yard in 1920, was cancelled in 1922 under the Washington Treaty and subsequently scrapped.
  - The third USS *Indiana* (BB-58), a 35,000-ton *South Dakota* class battleship commissioned in 1942, joined the war against Japan, operating in the South Pacific from 1942 into 1943. She then moved to the Central Pacific, participating in the invasions of the Gilbert Islands and the Marshalls where she was damaged in a night collision with the USS *Washington* (BB-56). In 1945, she participated in the invasion of Iwo Jima and passed through a typhoon during the last weeks of the Pacific War. Returning to the U.S. soon after the Japanese surrender, *Indiana* was placed in reserve status in 1946 and formally decommissioned a year later.

Indiana Data Points

- Indiana is proud to be home to 75 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Chief Machinist's Mate William Badders received a Medal of Honor for extraordinary heroism as a Diver with the Submarine and Rescue Salvage Unit, USS *Falcon*, during the rescue and salvage operations following the sinking of the USS *Squalus* on 13 May 1939. During the rescue operations, Chief Machinist's Mate Badders, as senior member of the rescue chamber crew, made the last extremely hazardous trip of the rescue chamber to attempt to rescue any possible survivors in the flooded after portion of the *Squalus*. During the salvage operations, he made important and difficult dives under the most hazardous conditions.
  - Rear Admiral Norman Scott received a Medal of Honor for extraordinary heroism and intrepidity above and beyond the call of duty during action against enemy Japanese forces off Savo Island on the night of 11 - 12 October and again on the night of 12 - 13 November 1942. In the earlier action, intercepting a Japanese Task Force intent upon storming island positions and landing reinforcements at Guadalcanal, Rear Admiral Scott, with courageous skill and superb coordination of the units under his command, destroyed eight hostile vessels and put the others to flight. Again challenged, a month later, by the return of a foe, he led his force into a battle against tremendous odds, directing close-range operations against the invading enemy until he himself was killed by their superior firepower.
  - Pilot Perry Wilkes received a Medal of Honor for extraordinary heroism in action while serving as Pilot on board the USS *Signal*, Red River, 5 May 1864. Proceeding up the Red River, the USS *Signal* engaged a large force of enemy

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